

## Claims

What is claimed is:

- 1 1. A real estate sign for a real estate property to interactively communicate  
2 with a portable receiver, the real estate sign comprising a wireless communication  
3 system attached to the real estate sign wirelessly transmitting property  
4 information relating to the real estate property to the portable receiver.
- 1 2. The real estate sign according to claim 1, further comprising an earth  
2 battery powering the real estate sign and the wireless communication system.
- 1 3. The real estate sign according to claim 1, wherein the wireless  
2 communication system communicates via a short-range wireless electromagnetic  
3 signal.
- 1 4. The real estate sign according to claim 1, wherein the portable receiver may  
2 be a client configured device or a controlling agent configured device.
- 1 5. The real estate sign according to claim 4, wherein the real estate sign is  
2 networked with a remote real estate agent office and the client configured device  
3 or the controlling agent configured device is capable of interactively  
4 communicating with the remote real estate agent office via the real estate sign.

1 6. The real estate sign according to claim 5, wherein the wireless  
2 communication system transmits property information relating to the real estate  
3 property to the client configured device when the client configured device is  
4 within a predetermined proximity of the real estate sign and the real estate sign  
5 detects the presence of the client configured device.

1 7. The real estate sign according to claim 1, wherein the real estate sign can be  
2 shared by multiple properties.

1 8. The real estate sign according to claim 5, wherein the controlling agent  
2 configured device is capable of controlling access to the real estate property via the  
3 real estate sign.

1 9. An apparatus comprising:

2 a real estate sign corresponding to a real estate property having a wireless  
3 communication system embedded therein wirelessly communicating  
4 information about the piece of property; and

5 an electronic lock box receiving information from said real estate sign and  
6 controlling access to the real estate property.

1 10. The apparatus as claimed in claim 9, wherein said electronic lock box is  
2 hermetically sealed.

1 11. The apparatus as claimed in claim 9, wherein the electronic lock box is  
 2 capable of receiving requests and transmitting information about the real estate  
 3 property to a transmitting/receiving device located within a predetermined  
 4 proximity of the electronic lock box.

1 12. The apparatus as claimed in claim 9, wherein the real estate sign includes a  
 2 display displaying the information about the real estate property.

1 13. The apparatus as claimed in claim 9, wherein the information about the real  
 2 estate property includes at least one of the group comprising a price of the real  
 3 estate property, a square footage of the real estate property, a virtual tour of the  
 4 real estate property, a number of bedrooms within the real estate property and an  
 5 availability of the real estate property.

1 14. The apparatus as claimed in claim 9, wherein the electronic lock box is  
 2 capable of holding at least one key therein.

1 15. The apparatus as claimed in claim 11, wherein the transmitting/receiving  
 2 device is one of a client configured device and a controlling agent device, the client  
 3 configured device capable of requesting information about the real estate property  
 4 from the electronic lock box or the real estate sign, transmitting queries about the  
 5 real estate property to either the electronic lock box or the real estate sign,  
 6 transmitting client information to the electronic lock box or the real estate sign,  
 7 transmitting client information to a remote real estate office via the electronic lock  
 8 box or the real estate sign, viewing information received from either the electronic  
 9 lock box or the real estate sign or recording voice or text messages in the electronic  
 10 lock box or real estate sign.

1 16. The apparatus as claimed in claim 15, wherein the controlling agent device  
 2 is capable of performing all client configured device functions and is further  
 3 capable of at least enabling, programming and disabling the real estate sign and  
 4 the electronic lock box , overriding access restrictions of the real estate sign and  
 5 the electronic lock box, viewing information stored by the real estate sign and the  
 6 electronic lock box, downloading information stored by the real estate sign and  
 7 the electronic lock box, interacting with other premises electronic equipment, and  
 8 maintaining the electronic lock box and the real estate sign.

1 17. The apparatus as claimed in claim 9, wherein the electronic lock box  
 2 comprises at least one of the group consisting of a memory, a proximity device  
 3 reader, a display, a clock and an alarm.

1 18. The apparatus as claimed in claim 17, wherein the electronic lock box is  
 2 capable of storing at least one of a group comprising a time of a visit to the real  
 3 estate property, a duration of the visit to the real estate property, an identity of a  
 4 person who visited the real estate property and comments and/or suggestions  
 5 from the person who visited the real estate property.

1 19. The apparatus as claimed in claim 17, wherein the electronic lock box can  
 2 communicate via network to a controlling real estate office, the controlling real  
 3 estate office transmitting a control signal to the electronic lock box to permit access  
 4 to the real estate property.

1 20. The apparatus as claimed in claim 17, wherein the electronic lock box is  
 2 capable of recording an attempt to gain access to the real estate property.

1 21. The apparatus as claimed in claim 17, wherein the electronic lock box can  
2 restrict access to the real estate property based upon communicated entry rules.

1 22. A real estate system comprising:

2 a real estate sign having a wireless communication system embedded therein  
3 located within a predetermined distance from a real estate property;

4 an electronic lock box having a wireless communication system wirelessly  
5 communicating with the real estate sign and controlling access to real estate  
6 property; and

7 a transmitting/receiving device, wherein the transmitting receiving device can  
8 transmit information to/from the real estate sign or the electronic lock box  
9 about the real estate property.

1 23. The apparatus according to claim 22, further comprising an antenna  
2 attached to the real estate sign and connected to the wireless communication  
3 system.

- 1   24.    A method of marketing a real estate property comprising:
  - 2        providing a real estate sign within a predetermined proximity of the real estate
  - 3        property;
  - 4        receiving, by the real estate sign, queries about the real estate property from a
  - 5        transmitting/receiving device; and
  - 6        transmitting information about the real estate property from the real estate
  - 7        sign to the transmitting/receiving device.